

**G CHOICE D**

**GC** 

***BRAND***

***GUIDE***

CLIENT:

**GOOD CHOICE**

PROJECT:

**BRAND GUIDE  
ART DIRECTION**

DATE:

**MARCH  
2024**

CREATE BY:

**DIBES**

**:D**

## MISSION:

At GOOD CHOICE, we're more than just DJs – we are the architects of unforgettable moments. We believe in the power of music to connect, uplift, and inspire, without ever taking ourselves too seriously. We are here to provide exceptional DJ services, creating a safe and inclusive space where everyone can let loose and feel at home.

- Unpretentious
- Inclusive
- Fun



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**FONT FAMILY:  
BAHNSCHRIFT**

**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ**

**abcdefghijklmn  
opqrstuvwxyz**

**1234567890**

HEADLINES

**H1 BOLD - UPPER**  
**H2 BOLD SEMICONDENSED - UPPER**

SUB HEADERS

**H3 SEMIBOLD - UPPER**  
**H4 SEMIBOLD SEMICONDENSED - UPPER**

BODY

Weight: Regular.  
EX:Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna aliqua.  
Ut enim ad minim veniam

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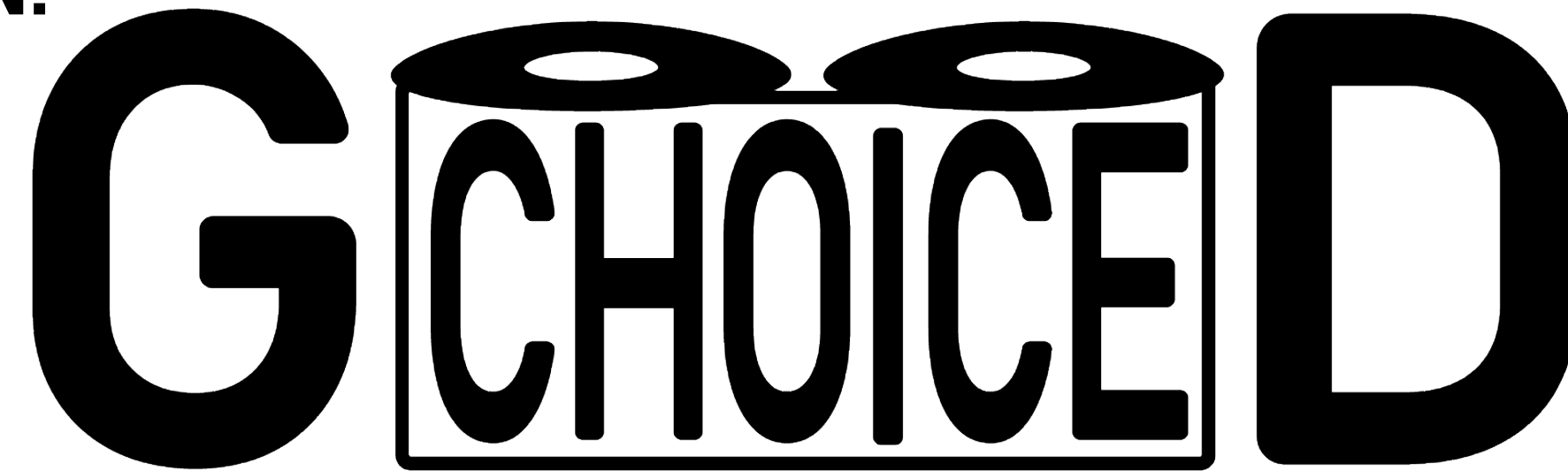
CREATE BY:

**DIBES**



Font: Bahnschrift  
Weight: Bold  
Case: Upper

MAIN:

The main wordmark consists of the letters 'G', 'CHOICE', and 'D' in a bold, sans-serif font. The word 'CHOICE' is contained within a stylized illustration of a can, with the top of the can showing two circular openings.

ALT:

The alternative wordmark is identical to the main one, but the letters 'G', 'CHOICE', and 'D' are white, and the can illustration is solid black.

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A small logo mark consisting of a colon followed by a stylized, bold letter 'D'.

# LOGOMARK 1/2

The logo abbreviates the brand and ties it into being a DJ service. It was important to indicate that GOOD CHOICE was in the music entertainment industry hence the references to vinyl records/turntables.

**MAIN:**



**ALT 1:**



**ALT 2:**



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# LOGOMARK 2/2

The logo abbreviates the brand and ties it into being a DJ service. It was important to indicate that GOOD CHOICE was in the music entertainment industry hence the references to vinyl records/turntables.

**MAIN:**



**ALT 1:**



**ALT 2:**



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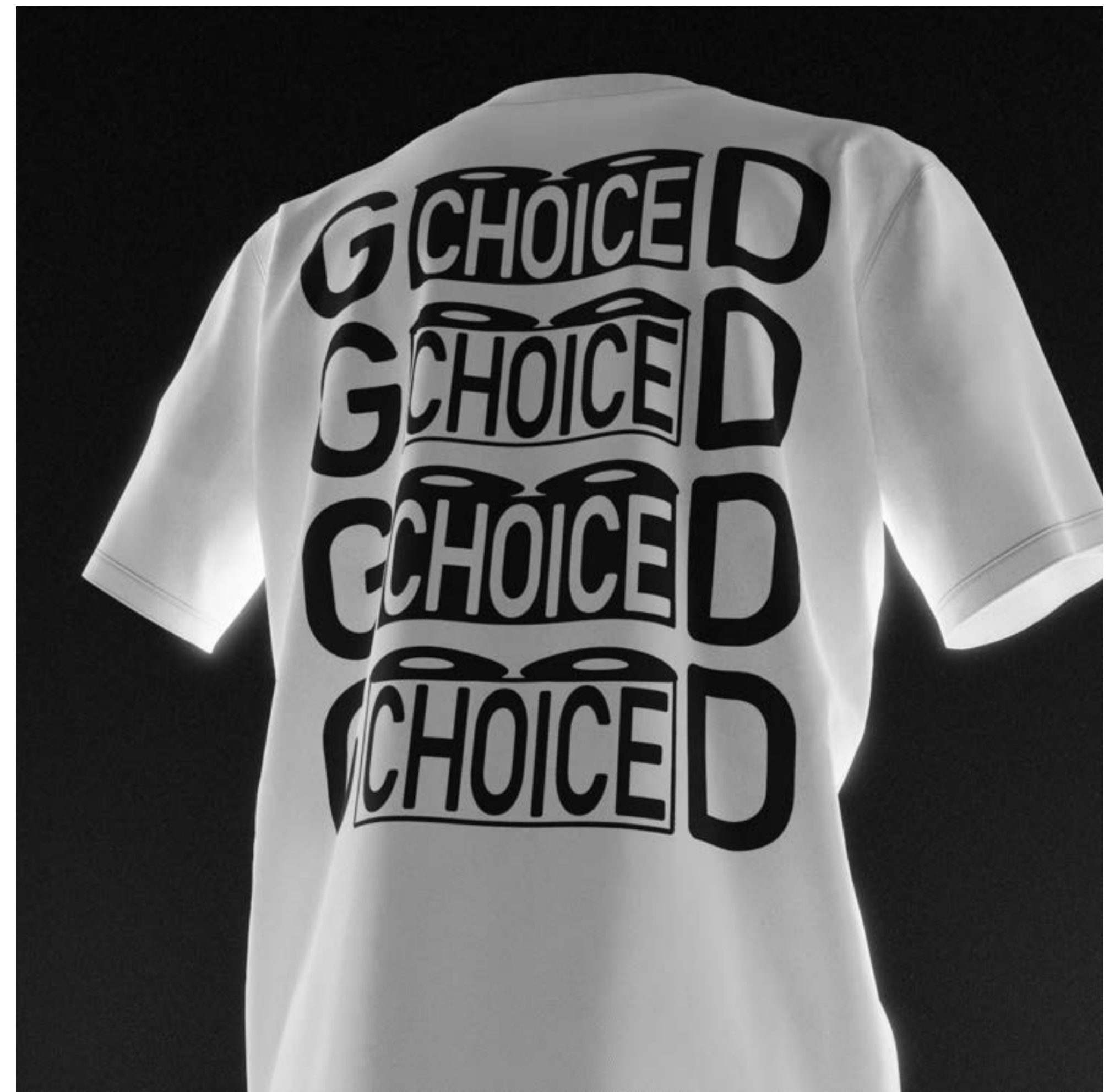
DATE:

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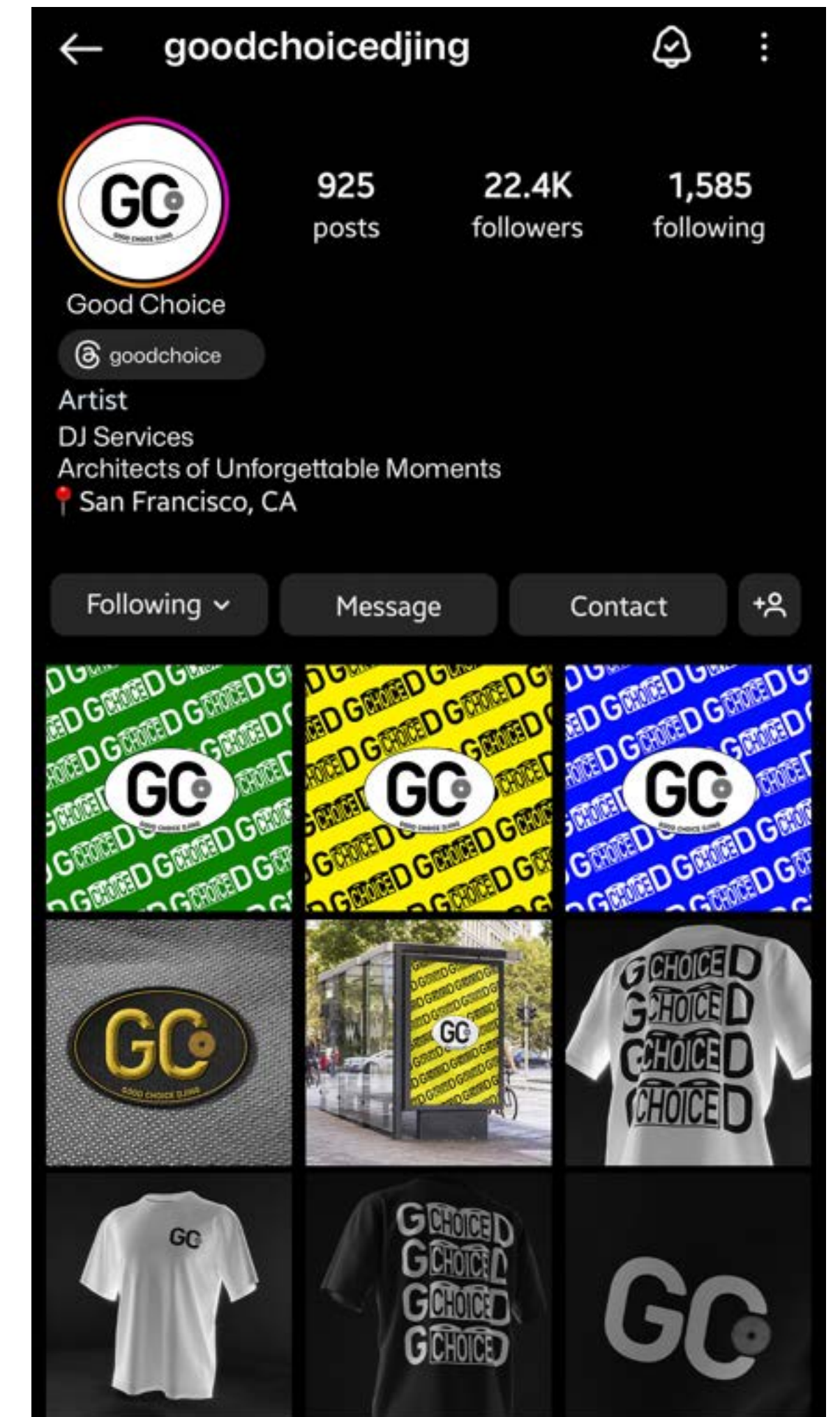
DATE:

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DATE:

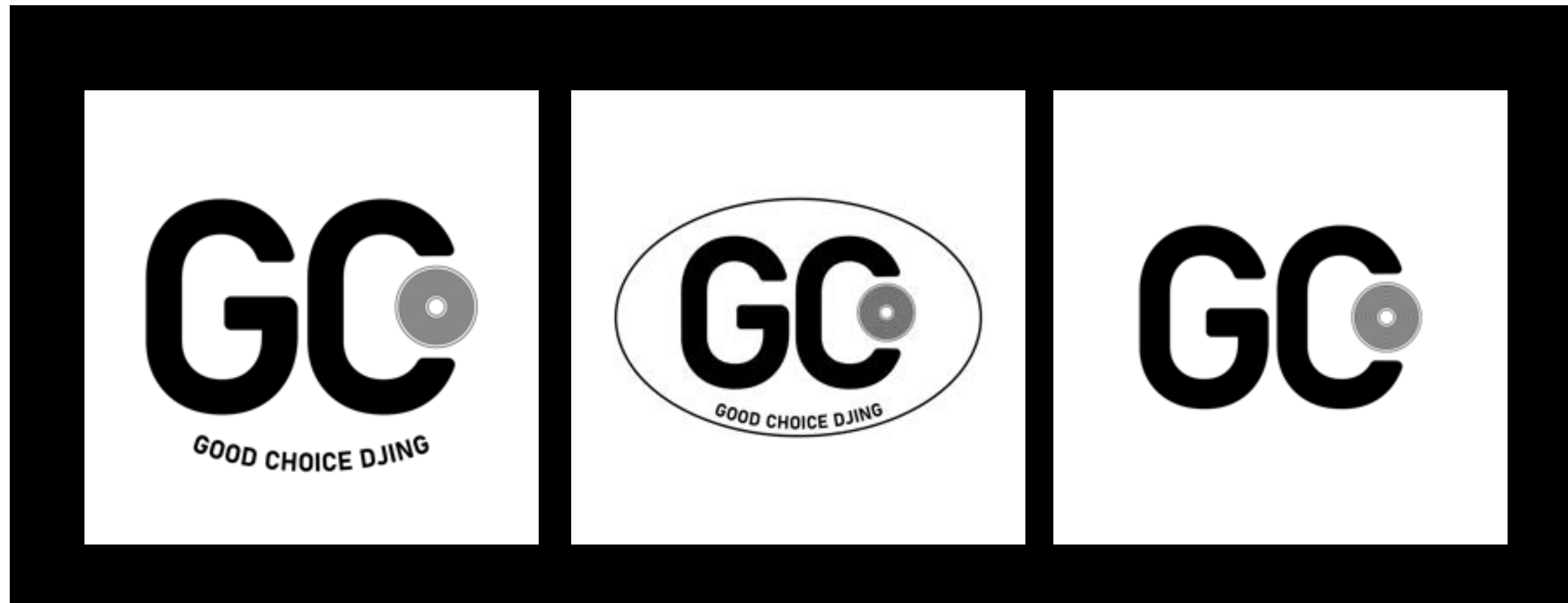
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Profile Picture Options:



Profile Biography:



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